

EXHIBITOR BROCHURE



Advanced Product Exhibition & Showcase

Denver

Tue, Nov 1

Seattle

Thu, Nov 3

Irvine

Tue, Jan 24

San Diego

Thu, Jan 26

Phoenix

Tue, Feb 14

Woodland Hills

Thu, Feb 16

JUMP START YOUR SALES

**With an Easy, Economical and
Effective Sales Event that
Focuses on Delivering
Short-Term Results**

- ✓ **Increase Your Sales**
- ✓ **Identify New Sales Contacts,
New Projects and Opportunities**
- ✓ **Leverage Your Prospecting Time**
- ✓ **Proven Approach Delivers
Near-Term Sales Results**
- ✓ **Get your product information
to thousands of new prospects**
- ✓ **One-Day Format Makes
Effective Use Of Your Time**
- ✓ **Requires only local sales
Resources**
- ✓ **No Distractions, No Speakers,
No Workshops, No Seminars**
- ✓ **Minimum Effort: Just Sign Up,
Invite Your Guests And
Exhibit On Show Days**

Presented by

James, Stone, Morgan & Co.

5319 University Drive, Suite 500

Irvine, CA 92715-2935

Tel: (714) 854-0804 Fax: (714) 854-3396

EXHIBITOR BROCHURE

THE OPPORTUNITY

Our Advanced Product Exposition and Showcase is being held in your sales territory. It is a **one day sales event** to help increase your sales. You will **meet hundreds of decision makers** from organizations that are implementing distributed computing architectures. It's an *easy, economical and effective* way for you to accomplish the most difficult and time consuming part of your sales process, prospecting.

➤ THE EVENT

The show is positioned solely as a sales event. *It does not require support from your marketing organization.* It only takes one day of your time. Our table top format doesn't require a booth or extensive displays so you can staff it with local resources.

As an exhibitor you will receive:

- ① One draped display table
- ② 1,000 watts of electrical power
- ③ Unlimited supply of guest invitations
- ④ Pre- and on-site guest registration
- ⑤ Complete guest registration listing
- ⑥ Show logistics and coordination
- ⑦ Program guide listing
- ⑧ Product profile in our news letter

➤ SHOW PROMOTIONS

Our direct mail campaign sends up to 20,000 invitations for each show. They can contain a 50 word description of your products if you act now.

We target executives, managers and technically-oriented professionals involved in Business Systems Planning, IS Operations, Computer and Network Administration/Support, and System Development and Technology. We only select individuals who evaluate, specify, recommend and approve purchases of products and services.

Our one-stop shopping approach puts you in front of **real specifiers and decision makers** who have serious objectives and want immediate answers to their questions. Unlike other shows we give you the complete registration list. And there are no conferences or speakers to attract guests who only want an education.

The guests will be evaluating products in the following categories:

4GL	Configuration Management
Distributed Database	Gateway/Data Access
GUI Builders	LANs/WANs/ATMs
Methodology	Middleware
Networking	Project Management
Repository	Reverse Engineering
Routers/Hubs	Services
Server	Testing Tools

➤ YOU WILL BE IN GOOD COMPANY

You will be joined by the leading vendors of products and services for the development and implementation of distributed computing architectures. They mail an additional 10,000 invitations using their mail lists. Included among our many 1994 Exhibitors are:

3Com Corp.	Access Graphics
Acucobol, Inc.	Alsys, Inc.
Andrew Corp.	Apertus Technologies
Asante Technologies	ATM, Inc.
Atria Software	Atrium Technologies
Attachmate Corp.	Auspex Systems
Avnet Computers	Blyth Software
CaseWare, Inc.	Center Line Software
Cheyenne Software	Cognos Corp.
Computer Systems Advisers, Inc.	Compuware Corp.
Computer Network Tech.	Data General, Corp.
Cray Communications	Easel Corporation
Digital Equipment Corp.	Fulcrum Techno
Everex Systems, Inc.	Hewlett Packard Co.
Great Planes Software	Inference Corp.
I-Kinetics, Inc.	Informix Software, Inc.
Information Builders, Inc.	Intersolv
InSync Software Corp.	LBMS
KaseWorks	Magic Software
Madge Networks, Inc.	MDI A Sybase Co.
Martin Marietta	MicroFocus, Inc.
Mercury International	Mountain Network Sys.
Microsoft	NetWise, Inc.
Must Software	Network Systems Corp.
Network General	Novell, Inc.
NewMedia, Inc.	Oracle Corp.
Open Software, Inc.	Powersoft Corp.
ParcPlace Systems	Proview Development
Progress Software	Saplens, Inc.
Rockwell Network	SEER Tech
SAS Institute	Silicon Graphics
SES	Software Maintenance &
Softool Corp.	Software Research
Development	Sterling Software
Software AG	Symantec Corp.
Sun Microsystems	The ASK Group
Texas Instruments	Unity Corp.
The Future Now	VI Corp.
Uniface Corp.	Westmount USA, Inc.
Wall Data	XDB Systems
Wyle Labs	

1995



DISTRIBUTED DEVELOPMENT & CLIENT/SERVER EXPOS™ - ORDER FORM

1 Exhibitor Package

As an Exhibitor you will receive for each Expo:

- **Free** 50 word ad in the Guest Invitation
- One draped display table
- 1,000 watts of electrical power
- **Free** supply of guest invitations
- Pre- and on-site guest registration
- **Free** listing in the Show Directory
- Local logistics coordination
- **Free** Guest Registration List

2 Exhibit Schedule

Check the boxes for the exhibits you will participate in*:

<input type="checkbox"/> Anaheim, CA	Tue, Jan 24	<input type="checkbox"/> Boston, MA	Thu, May 18
<input type="checkbox"/> San Diego, CA	Thu, Jan 26	<input type="checkbox"/> Toronto, Ont.	Tue, Jun 6
<input type="checkbox"/> Phoenix, AZ	Tue, Feb 14	<input type="checkbox"/> Cleveland, OH	Thu, Jun 8
<input type="checkbox"/> Woodland Hills, CA	Thu, Feb 16	<input type="checkbox"/> Washington, DC	Tue, July 18
<input type="checkbox"/> Atlanta, GA	Tue, Mar 7	<input type="checkbox"/> Baltimore, MD	Thu, July 20
<input type="checkbox"/> Pittsburgh, PA	Thu, Mar 9	<input type="checkbox"/> Raleigh, NC	Tue, Aug. 29
<input type="checkbox"/> Philadelphia, PA	Tue, Mar 21	<input type="checkbox"/> Detroit, MI	Tue, Sept 19
<input type="checkbox"/> White Plains, NY	Thu, Mar 23	<input type="checkbox"/> New York, NY	Thu, Sept 21
<input type="checkbox"/> Minneapolis, MN	Tue, Apr 11	<input type="checkbox"/> Dallas, TX	Tue, Oct 10
<input type="checkbox"/> Cincinnati, OH	Thu, Apr 13	<input type="checkbox"/> Houston, TX	Thu, Oct 12
<input type="checkbox"/> Newark, NJ	Tue, Apr 25	<input type="checkbox"/> Denver, CO	Tue, Oct 31
<input type="checkbox"/> Chicago, IL	Thu, Apr 27	<input type="checkbox"/> Seattle, WA	Thu, Nov 2
<input type="checkbox"/> Montreal, Que.	Tue, May 16		

3 Exhibit Directory Listing

Attach a description of your offering in 50 words for the Guest Invitations. Indicate in which categories you will be exhibiting.

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> 4GL | <input type="checkbox"/> Application Development | <input type="checkbox"/> CM |
| <input type="checkbox"/> Distributed Database | <input type="checkbox"/> Gateway/Data Access | <input type="checkbox"/> GUI |
| <input type="checkbox"/> LANs/WANs/ATMs | <input type="checkbox"/> Methodology | <input type="checkbox"/> Middleware |
| <input type="checkbox"/> Networking | <input type="checkbox"/> Project Management | <input type="checkbox"/> Repository |
| <input type="checkbox"/> Reverse Engineering | <input type="checkbox"/> Routers/Hubs | <input type="checkbox"/> Server |
| <input type="checkbox"/> Services | <input type="checkbox"/> Testing Tools | <input type="checkbox"/> Other _____ |

4 Cooperative Marketing Incentive

Each Expo can be Free if you take full advantage of our Cooperative Marketing Incentive Program. We will provide you with Free guest invitations for your mailing. For each qualified guest you get to attend, you will earn a \$5.00 credit up to the price of the show.

5 Space Selection

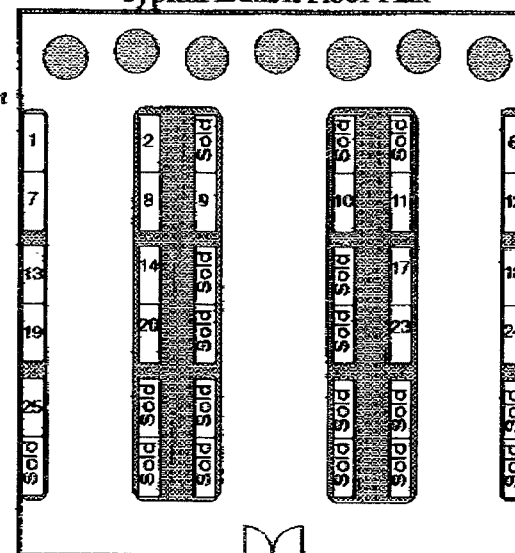
Preferred Location - Enter the number of exhibit tables you request. Indicate your location preferences. Use the available numbers from the floor plan.

- ☐ Number of tables
- ☐ 1st Choice
- ☐ 2nd Choice
- ☐ 3rd Choice

The Typical Expo Floor plan may vary among locations. We will make every effort to assign space as requested, however allocation may require minor modification based on each location.

Payment is required to confirm your reservation and table selection.

Typical Exhibit Floor Plan



6 Exhibition Pricing

Number of Expo Per Order ->	1	10	18	24
Price for One Table per Expo ->	\$ 695	\$ 655	\$ 625	\$ 595
Price for Two Tables per Expo ->	\$1,195	\$1,135	\$1,045	\$ 995

No. of Expos _____ Price Each \$ _____ Total Price \$ _____

7 Terms of Payment

To obtain quantity discounts full payment is due with your order. All payments are due in advance. Make your payment to:

James, Stone, Morgan & Co., 5319 University Dr., Suite 500,
Irvine, CA 92715-2935. Tel: (714) 854-0804 Fax: (714) 854-3396

Exhibitor: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Tel: _____ Fax: _____

Authorized Signature: _____ Date: _____

Name: _____ Title: _____

Exhibit Contact: _____ Tel: _____

FREE GUEST PASS



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FREE GUEST PASS

CORPORATE AMERICA is moving toward enterprise-wide computing environments and transforming the way they use information technology. Their computing facilities are being interconnected into powerful information technology infrastructures to become a competitive weapon for the 90's and beyond.

The information technology high ground of the 90's is becoming the on-line enterprise. These new information system infrastructures are more responsive, effective and productive than ever before.

With the commercial availability of the latest development and implementation technologies, it is no longer only the domain of the industries leading edge organizations. Whether you are new to distributed computing and client/server applications or an experienced implementer, it's vital that you stay informed on the latest developments in this crucial technology to make the right decisions, minimize your risk and maximize your benefits.

These new state-of-the-art products and services offer the promise of shorter development time, significantly lower lifecycle cost, and facilitate the on-line enterprise.

Discover how you can meet the competitive challenges in this rapidly changing landscape of corporate computing. If you are a corporate computing professional or reseller wanting to evaluate, purchase or keep current on the markets newest products and services, you will get your answers at

DISTRIBUTED DEVELOPMENT & CLIENT / SERVER DAYS™.

- See Key Products and Proven Technology
- Evaluate State-of-the-Art Products and Services
- Experience Critical Hands-On Demonstrations

You will see products and services from the leading vendors in these major categories:

4GLs	CM Systems	Distributed Database
Gateway/Data Access	GUI Builders	LANs/WANs/ATMs
Methodologies	Middleware	Networking
Project Management	Repositories	Reverse Engineering
Routers/Hubs	Servers	Testing Tools

✓ Free Admission ✓ Free Refreshments

Los Angeles

Tuesday, Oct. 18, 1994
9:00 A.M. to 2:00 P.M.
Holiday Inn Crown Plaza
3540 S. Figueroa Street
Los Angeles, CA

San Francisco

Thursday, Oct. 20, 1994
9:00 A.M. to 2:00 P.M.
Holiday Inn Golden Gateway
1500 Van Ness Avenue
San Francisco, CA

Denver

Tuesday, Nov. 1, 1994
9:00 A.M. to 2:00 P.M.
Holiday Inn Denver SE
3200 S. Parker Rd
Aurora, CO

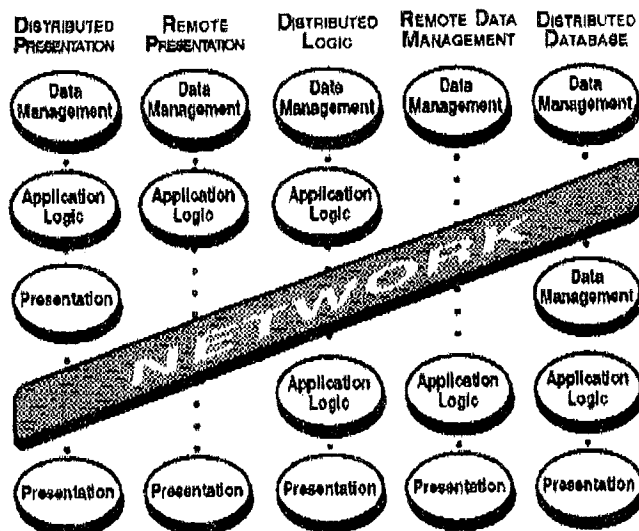
Seattle

Thursday, Nov. 3, 1994
9:00 A.M. to 2:00 P.M.
Red Lion Sea Tac
18740 Pacific Hwy S
Seattle, WA

Register now by calling, faxing or mailing your business card to us. Please extend this invitation to any colleague that could benefit from this event. You may also want to respond if you would like to stay informed of future events or receive a complimentary subscription to our newsletter.

R.S.V.P. Tel: 800-704-1895 FAX: 714-854-3396

Distributed Computing Migration Model



The migration model depicts the progression in decentralization from distributed presentation to distributed database, which is the foundation of the on-line enterprise. Components executed on the desktop are below the bar. The network bar represents the communication backbone which supports the open system environment. Source: Gartner Group